



# USING ASSESSMENTS TO ENGAGE YOUR ORGANIZATION IN ITS E-RECORDS JOURNEY

*and tackle tough challenges*

# PRESENTERS

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# WHERE ARE YOU?



*The governing body of a local government and its Records Management Officer shall:*

- ✓ Establish, promote, and support an **active** and **continuing program** for the efficient and economical management of all local government records
- ✓ Administer the records management program so as to **reduce the costs** and **improve the efficiency** of recordkeeping
- ✓ **Integrate the management of electronic records** with other records and information resources management programs

*Source: Local Government Records Act*

Substandard

In Development

Essential

Proactive

Transformational

*IG Maturity Model, ARMA International*

# AGENDA

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- Where assessments fit
- Assessments are critical
- Leverage assessment results
- ~~4~~ 5 essentials for success





# WHERE ASSESSMENTS FIT IN YOUR PROGRAM

# NOT “ONE AND DONE”

- From a baseline or annual assessment to any meeting involving stakeholders, Assessments fit when you want to
  - Understand needs
  - Identify growth opportunities
  - Align with organization goals
  - Demonstrate value
  - *Tackle tough challenges!*

**Goal:** Establish periodic assessments



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# MORE THAN A SURVEY

- Assessments are an opportunity to cultivate an environment for two-way communication
  - One-on-One or group interviews
  - Collaborative sessions
- Stakeholders respond better face-to-face
- Replace abstract concepts with something they can touch and feel
  - Context Diagramming
  - Data Mapping



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## ASSESSMENTS ARE CRITICAL FOR PROGRAM ADOPTION AND AWARENESS

# PUT YOURSELF OUT THERE AND LISTEN TO THE ORGANIZATION

- To be a strategic partner, you have skin in the game
- Be inclusive
- Demonstrate that you are listening to the organization
- When people feel like they are being listened to and heard - you look good!

**Goal:** Use assessments to build and sustain cross-functional relationships





## LEVERAGE ASSESSMENT RESULTS IN YOUR BUSINESS CASE

# ASSESSMENT RESULTS ENGAGE YOUR AUDIENCE AND TELL A COMPELLING STORY

Widespread tendencies to hold onto information “just in case”



High volumes of low value ESI grow annually raising risks and costs



Return on high-value information diminishes because it is harder to find and control



**“If we invest \$xx,xxx, compliance costs will go down by xx%, resulting in a savings of \$xx,xxx,xxx over 3 years”**



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# SPEAK A LANGUAGE THAT LEADERS CAN RELATE TO

Make it real for the organization in a context they understand:

- Use assessment results to plan initiatives that solve real problems, and
- Make the case for Program resources and funding.

**Goal:** Present Program investment in context with WHY and not WHAT

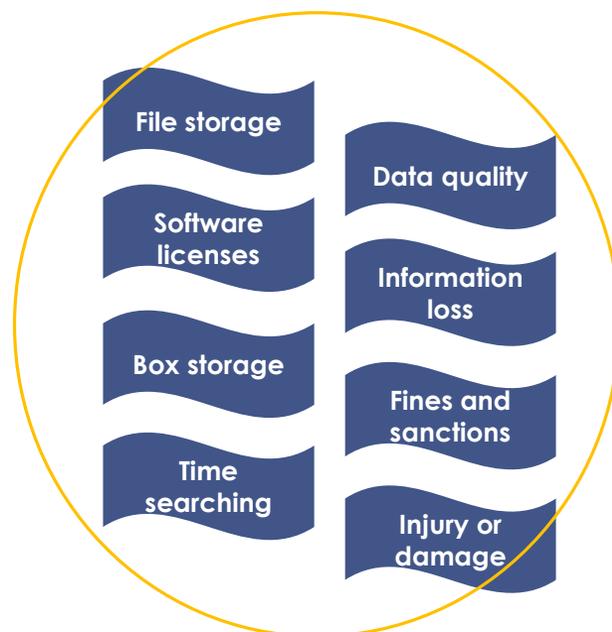


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# SHOW THE VALUE OF THE INVESTMENT

Demonstrate savings in ways that matter:

- Cost Reduction
- Improved Efficiency
- Risk Mitigation



**Goal:** Show return on investment (ROI) in terms that align to organizational goals



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## 5 ESSENTIALS FOR A SUCCESSFUL ASSESSMENT!

# #1 - ESTABLISH A COMMON UNDERSTANDING

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- It's important to gain alignment in the beginning for the direction you're heading towards, by
  - setting expectations up front,
  - aligning with your organization vision and desire for future growth, and
  - establishing a fit with the culture and tolerance for change.

**Spend the time to engage in effective 2-way communication in the beginning.**

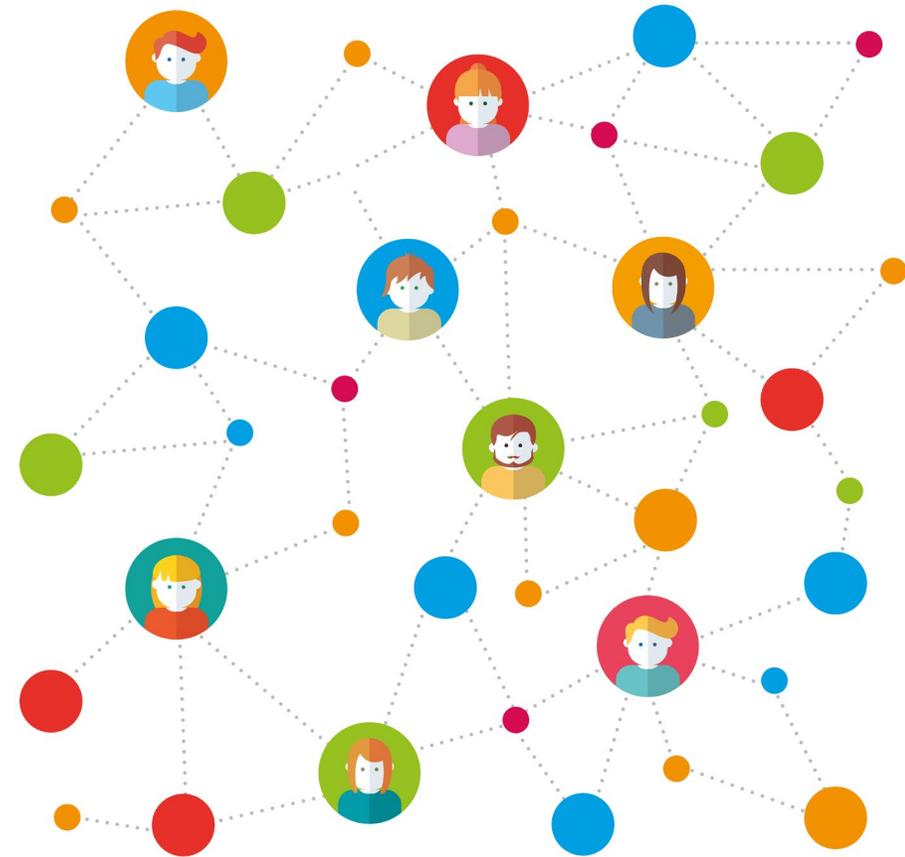


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## #2 - EXAMINE THROUGH A HOLISTIC VIEW

- It's important to look at challenges and successes through a holistic view that considers
  - roles and responsibilities,
  - policies and processes,
  - behaviors and attitudes, and
  - tools or technology in place.

**Get a complete picture so you can make better decisions, on what to change and where to invest.**

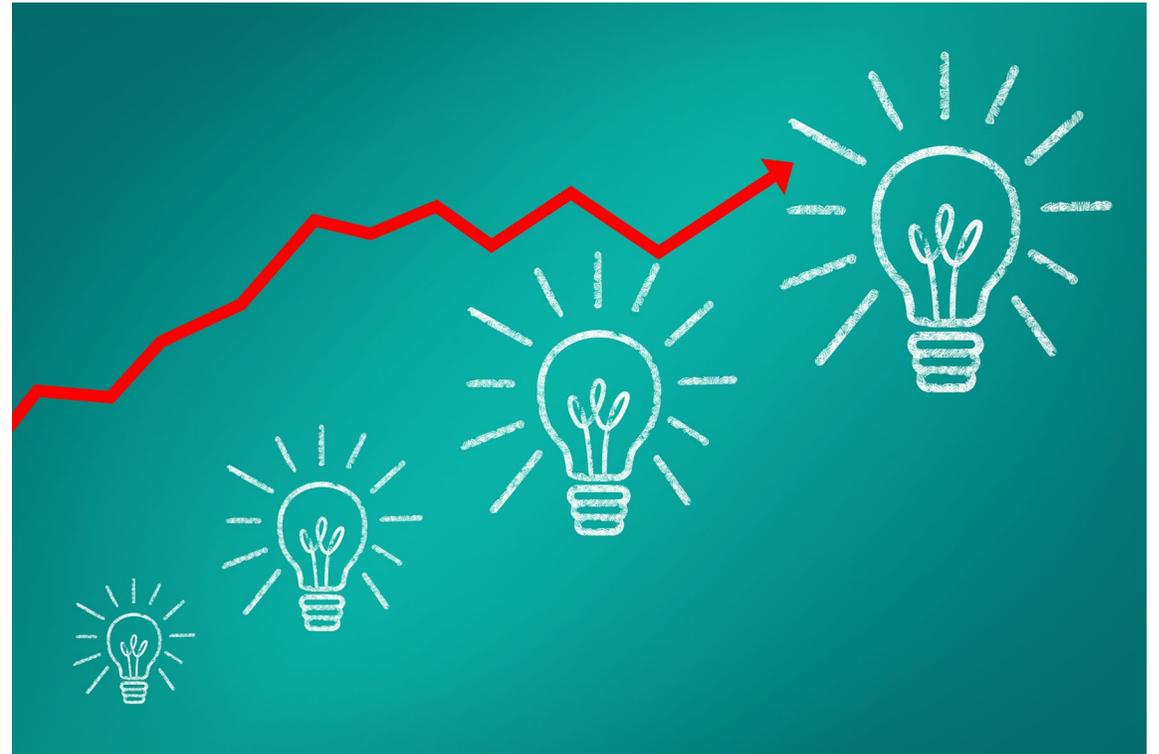


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## #3 - GET TO THE ROOT CAUSE AND MAKE IT REAL

- It's important to analyze what factors contribute to findings, and to
  - assess gaps for root causes, and
  - paint a picture of the risks
- Make it “real” for stakeholders, by
  - putting outcomes in terms they can relate to, and
  - breaking through the IG “fog”

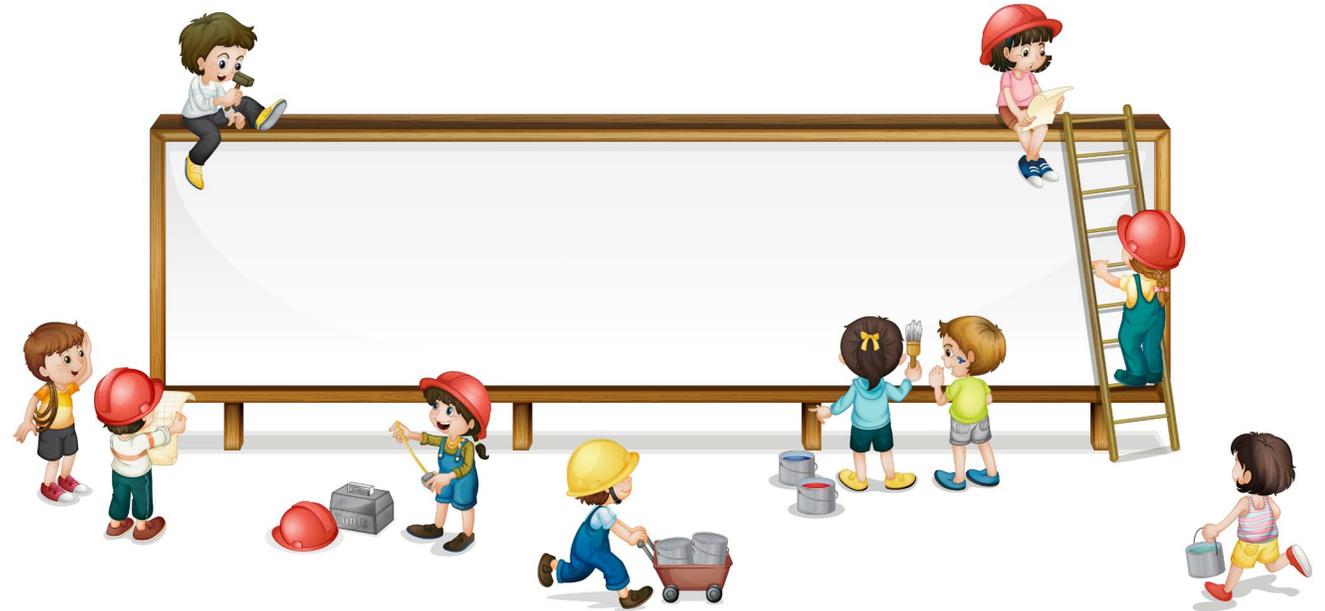
**Keep digging and asking why, to get to the real cause, so you can make accurate recommendations.**



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## #4 - BUILD ON WHAT'S WORKING WELL

- It's important to build on what's working well today
  - leverage existing governance structures
  - shore up the foundation, if needed
  - build in initiatives to prepare for change and ongoing sustainment



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**Don't underestimate how much reinforcement you need to keep your program vital.**

# #5 - ESTABLISH RAPPORT AND RESERVE JUDGMENT

- Create an inclusive environment, where
  - contributions are valued,
  - people are heard, and
  - feel safe to express opinions.
- Ask questions and don't assume,
  - why certain issues are present, which can lead to
  - missed opportunities for engaging with your SMEs.



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# QUESTIONS?

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